

### **Amendments to the Claims**

The following Listing of Claims replaces all prior versions, and listings, of claims in the application.

#### **Listing of Claims:**

Claim 1 (currently amended): A method of identifying potential business opportunities, comprising:

~~identifying~~ determining a target customer need state ~~based upon an analysis of~~ from marketplace data associating potential target customer need states with respective parameters values;

identifying a process representing a current marketplace response that addresses the determined target customer need state;

generating a process map of a process for addressing the identified target customer need state, the process map including comprising a network of tasks involved in the identified process;

~~each having one or more associated values~~ ranking the tasks of the process map; and  
~~identifying~~ selecting a highest ranked one of the tasks of the process map as a potential point of intervention in the identified process based at least in part upon an analysis of the values associated with the tasks in the process map; and

producing a list of one or more customer needs associated with the selected task.

Claim 2 (currently amended): The method of claim 1, wherein ~~identifying a target customer need state~~ the determining comprises scanning the marketplace data to identify the target customer need state without foreknowledge of any of the potential target customer need states.

Claim 3 (currently amended): The method of claim 1, wherein ~~identifying a target customer need state~~ the determining comprises scanning marketplace data in accordance with a preselected one of the potential target customer need states to identify the target customer need state.

Claim 4 (currently amended): The method of claim 1, wherein the determining comprises selecting as the identified target customer need state one of the potential target customer need states in the marketplace data that is associated with a highest ~~corresponds to a customer need state associated with a relatively high total cost~~ value.

Claim 5 (currently amended): The method of claim 1, wherein ~~identifying a target customer need state~~ the determining comprises selecting from the marketplace data a subset of the potential target customer need states and associating with each of the selected potential target customer need states a set of one or more tasks.

Claim 6 (currently amended): The method of claim 5, further comprising assigning associating respective values to the tasks associated with each of the selected potential target customer need states.

Claim 7 (currently amended): The method of claim 6, wherein ~~values for the associating~~ comprises respectively assigning one or more of the following task parameter metrics ~~are assigned to the associated tasks~~ associated with each of the selected potential target customer need states: a cost metric, an incidence rate metric, and a metric measuring diversity of association with different potential target customer need states.

Claim 8 (currently amended): The method of claim 7, further comprising ranking the selected potential target customer need states in accordance with the values assigned to the associated tasks.

Claim 9 (canceled)

Claim 10 (currently amended): The method of claim ~~9~~ 1, further comprising estimating values of unit costs ~~values~~, incidence rates, total costs, and outcomes for each task in the generated process map ~~generated for the representative process~~.

Claim 11 (currently amended): The method of claim 10, wherein ~~identifying a potential point of intervention~~ comprises selecting a potential target task from the tasks in the

~~representative process map~~ the ranking is based at least in part upon one or more of the estimated unit cost values, incidence rates, total costs, and outcomes.

Claim 12 (currently amended): The method of claim ~~11~~1, ~~further comprising~~ wherein the producing comprises mapping the potential target~~selected~~ task into a network of one or more sub-tasks.

Claim 13 (currently amended): The method of claim ~~12~~1, further comprising ~~generating a list of~~ listing one or more projected customer problems based at least in part upon the potential target task mapping~~associated with the selected task.~~

Claim 14 (currently amended): The method of claim 13, ~~further comprising~~ wherein the producing comprises identifying the~~generating a list of~~ one or more projected customer needs based at least in part upon the listed~~projected~~ customer problems list.

Claim 15 (currently amended): The method of claim ~~14~~1, wherein the producing~~generating the projected customer needs list~~ comprises identifying customer needs aspects of the selected task that enable at least one of a reduction of a cost of the identified process and an improvement in an outcome of the identified process~~correspond to business opportunities for reducing cost or improving outcomes, or both.~~

Claim 16 (currently amended): The method of claim ~~14~~1, further comprising ~~assessing~~ associating a customer assessment value associated with each of the projected customer needs in the produced list, and selecting one of the customer needs in the produced list having a highest customer assessment value as a source of a lead for a potential business opportunity.

Claim 17 (currently amended): The method of claim ~~14~~1, wherein ~~generating the projected customer needs list~~ the ranking comprises assigning values to the tasks in accordance with their potential impact on at least one of~~identifying customer needs associated with specific tasks and focused on~~ reducing a cost of the identified process and~~or~~ improving an outcome of the identified process~~outcomes, or both.~~

Claim 18 (currently amended): The method of claim 14~~1~~, further comprising correlating one or more of the projected customer needs in the produced list with one or more core competencies and resources.

Claim 19 (currently amended): The method of claim 18, further comprising selecting for further investigation one or more of the target projected customer needs in the produced list well correlated having highest correlations with the one or more core competencies and resources.

Claim 20 (canceled)

Claim 21 (new): The method of claim 1, wherein the ranking is based at least in part on total cost metric values assigned to the tasks of the process map.

Claim 22 (new): The method of claim 1, wherein the ranking is based at least in part on assessments of developmental maturity of the tasks of the process map.

Claim 23 (new): The method of claim 1, wherein the determining comprises determining as the target customer need state a target disease state from medical marketplace data associating potential target disease states with respective parameter values, and the identifying comprises identifying as the representative process a clinical pathway for the determined target disease state.